

ABSTRACT OF THE DISCLOSURE

A system and method is provided for an automatic user preference detection system, comprising an accessing device to access attribute information of media content files distributed to a user by a media content file distribution source; a database to store a preference file for each
5 user of the media content file distribution source, wherein the preference file for each user is utilized to determine which media content file to select to distribute to the user; and a program adapted to learn, based on the user's responses to the play of media content files, the user's media content file preferences.